

Usage statistics – October 1-December 31 – Q4/2020

Transferology

Overall

86,890 Users – 35,277 returning, 51,613 new users

174,560 Sessions, 1,655,771 Page views

Pages per session – 9.49

Average duration – 8:39

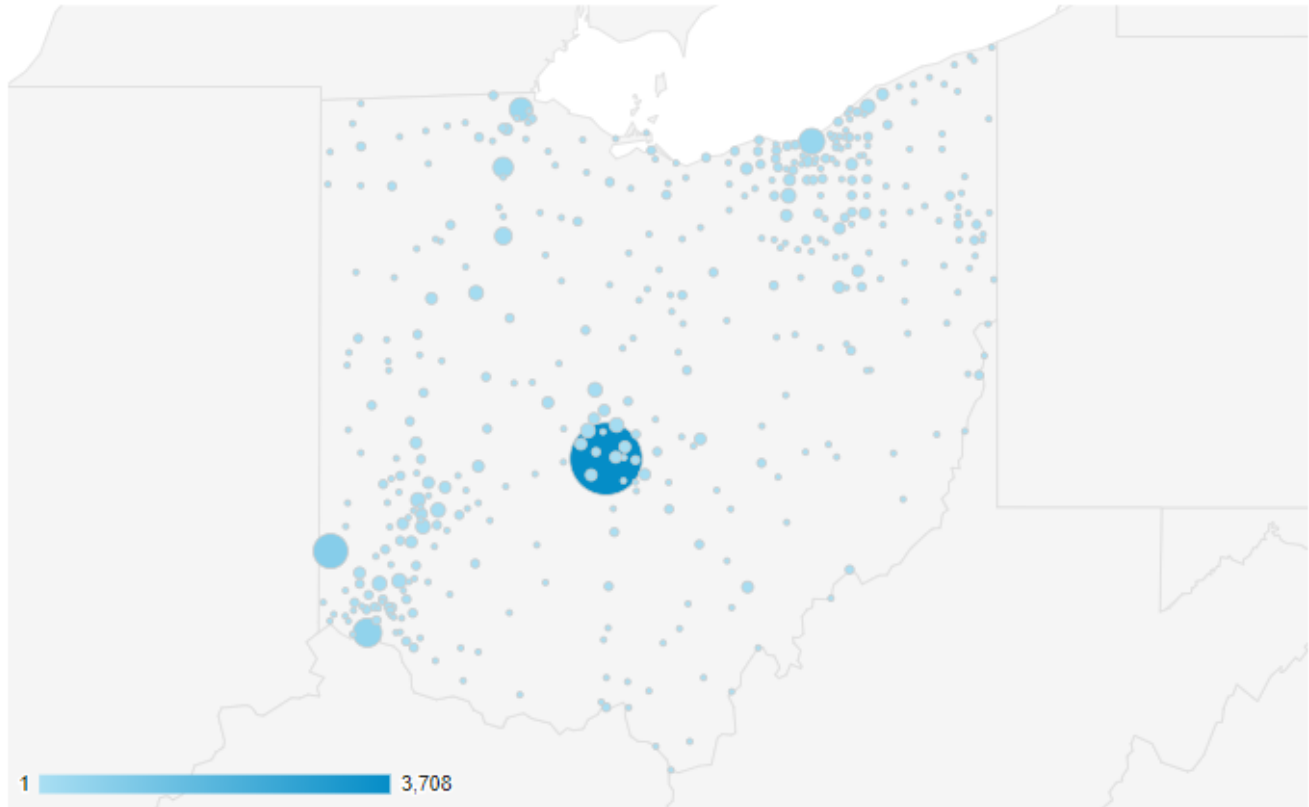
Ohio

8,656 new users

25,310 Sessions

Pages per session – 9.62

Average duration – 8:36

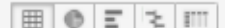


Primary Dimension: City Metro Other

Secondary dimension



advanced



City ?	Acquisition			Behavior			Conversions		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	12,739 % of Total: 14.66% (86,890)	8,656 % of Total: 13.49% (64,146)	25,310 % of Total: 14.50% (174,560)	2.21% Avg for View: 3.08% (-28.35%)	9.62 Avg for View: 9.49 (1.40%)	00:08:36 Avg for View: 00:08:39 (-0.58%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Columbus	3,708 (25.93%)	2,287 (26.42%)	6,372 (25.18%)	2.32%	9.60	00:08:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Oxford	801 (5.60%)	453 (5.23%)	1,260 (4.98%)	2.22%	9.64	00:06:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Cincinnati	562 (3.93%)	344 (3.97%)	852 (3.37%)	2.93%	8.73	00:07:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Cleveland	423 (2.96%)	243 (2.81%)	650 (2.57%)	2.15%	9.21	00:07:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. (not set)	415 (2.90%)	251 (2.90%)	740 (2.92%)	3.24%	9.62	00:09:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Toledo	330 (2.31%)	191 (2.21%)	667 (2.64%)	2.70%	9.79	00:09:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Bowling Green	247 (1.73%)	153 (1.77%)	487 (1.92%)	1.64%	10.99	00:08:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Findlay	191 (1.34%)	116 (1.34%)	417 (1.65%)	2.40%	8.41	00:07:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Ada	150 (1.05%)	81 (0.94%)	293 (1.16%)	0.68%	10.17	00:07:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Westerville	142 (0.99%)	81 (0.94%)	241 (0.95%)	0.83%	8.59	00:07:16	0.00%	0 (0.00%)	\$0.00 (0.00%)

Usage statistics – October 1-December 31 – Q4/2020

Transferology Lab

Overall

4,159 Users – 3,360 returning, 799 new

46,654 Sessions, 270,389 Page views

Pages per session – 5.80

Average duration – 5:04

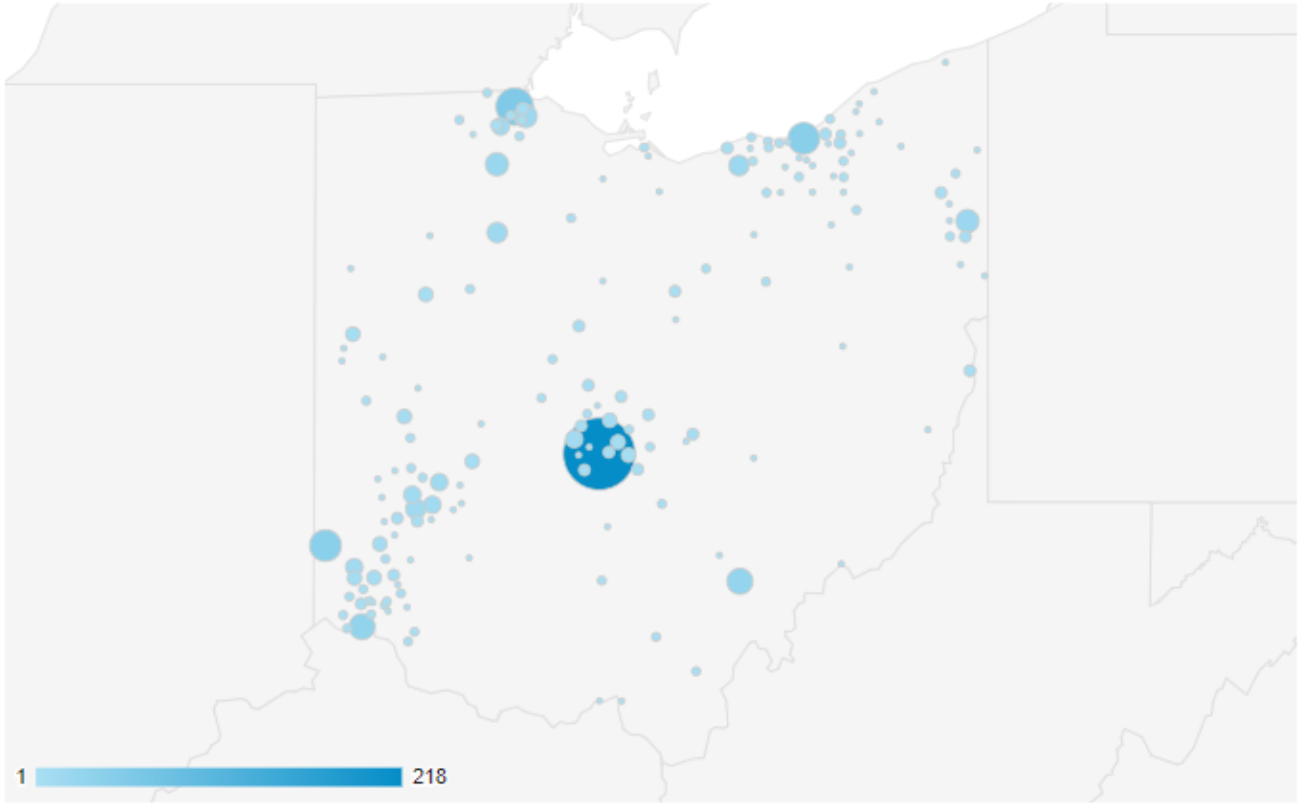
Ohio

90 new users

7,977 Sessions

Pages per session – 5.50

Average duration – 4:36



Primary Dimension: City Metro Other

Secondary dimension

advanced

City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	742 % of Total: 17.84% (4,159)	99 % of Total: 11.28% (878)	7,977 % of Total: 17.10% (46,654)	3.97% Avg for View: 3.20% (24.01%)	5.50 Avg for View: 5.80 (-5.10%)	00:04:36 Avg for View: 00:05:04 (-9.01%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Columbus	218 (21.44%)	13 (13.13%)	1,979 (24.81%)	1.97%	4.98	00:03:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Toledo	56 (5.51%)	3 (3.03%)	592 (7.42%)	1.01%	6.40	00:05:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Cleveland	44 (4.33%)	2 (2.02%)	204 (2.56%)	1.47%	4.84	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Oxford	42 (4.13%)	2 (2.02%)	317 (3.97%)	0.95%	5.03	00:02:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. (not set)	32 (3.15%)	3 (3.03%)	108 (1.35%)	0.00%	5.31	00:04:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Cincinnati	31 (3.05%)	6 (6.06%)	175 (2.19%)	5.14%	4.97	00:03:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Athens	29 (2.85%)	3 (3.03%)	316 (3.96%)	3.16%	5.61	00:04:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Bowling Green	23 (2.26%)	3 (3.03%)	132 (1.65%)	0.00%	5.53	00:04:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Youngstown	21 (2.06%)	5 (5.05%)	108 (1.35%)	2.78%	5.24	00:03:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Northwood	20 (1.97%)	2 (2.02%)	157 (1.97%)	0.64%	4.95	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)

Usage statistics – January 1-December 31 – YTD 2020

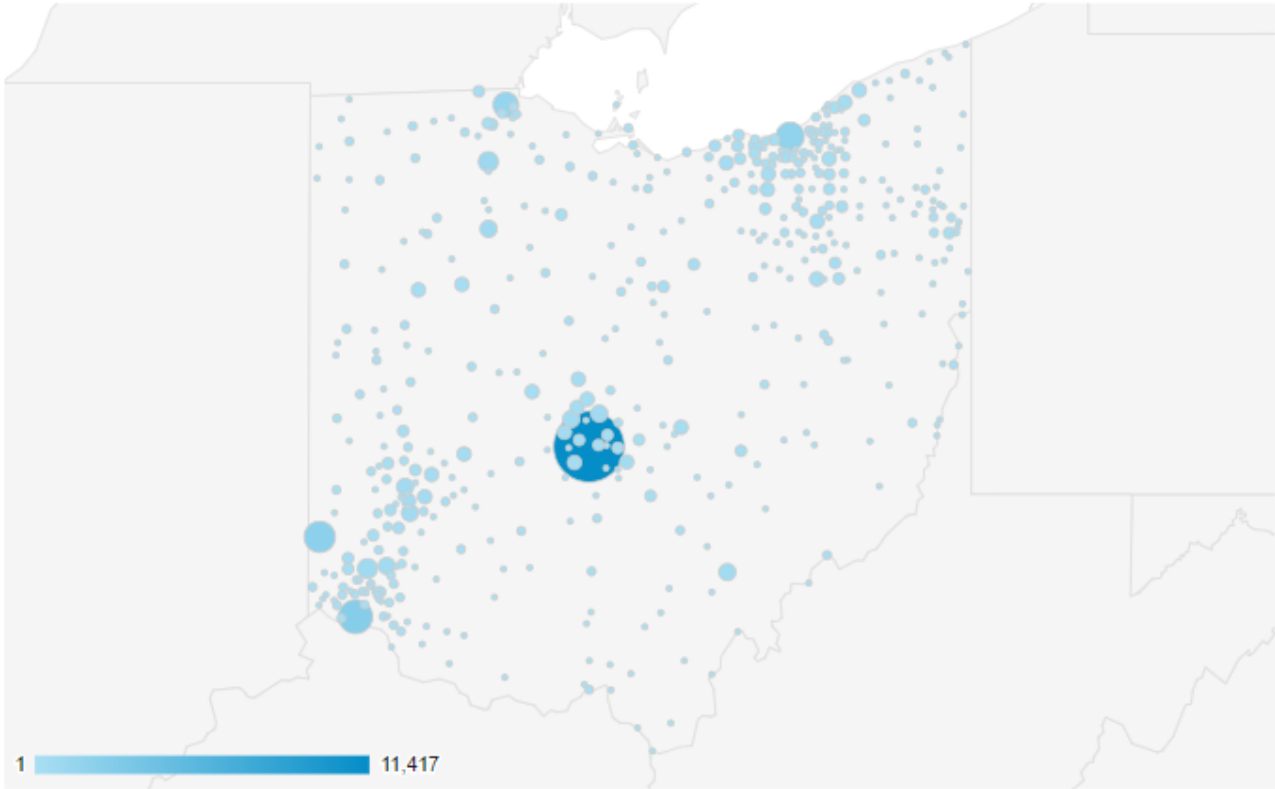
Transferology

Overall

306,399 Users – 104,788 returning, 201,611 new
803,706 Sessions, 7,625,902 Page views
Pages per session – 9.49
Average duration – 8:038

Ohio

40,873 new users
125,463 Sessions
Pages per session – 9.56
Average duration – 8:31



Primary Dimension: City Metro Other

Secondary dimension



advanced



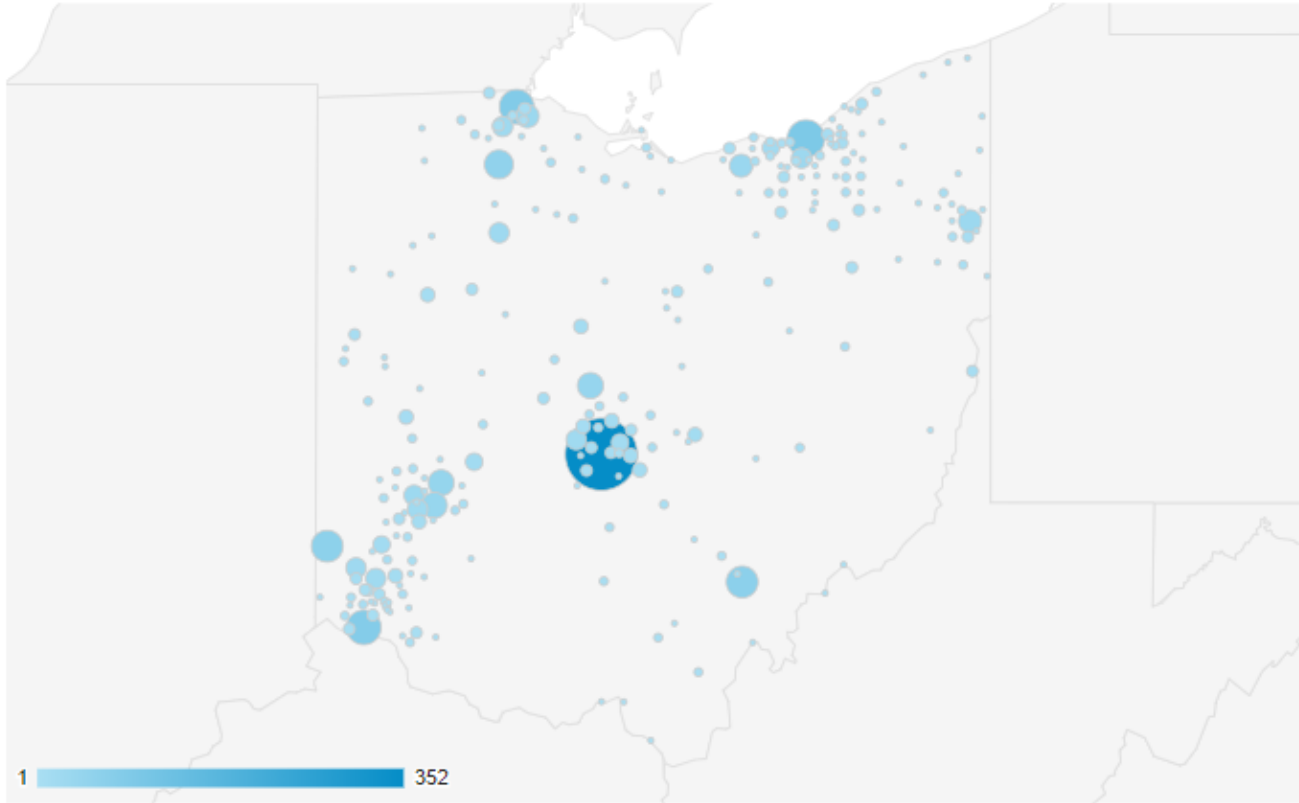
City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	47,653 % of Total: 15.55% (306,399)	40,873 % of Total: 14.38% (284,222)	125,463 % of Total: 15.61% (803,706)	2.25% Avg for View: 2.84% (-20.80%)	9.56 Avg for View: 9.49 (0.71%)	00:08:31 Avg for View: 00:08:38 (-1.28%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Columbus	11,417 (19.52%)	8,299 (20.30%)	24,786 (19.76%)	2.33%	9.60	00:08:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Cincinnati	2,492 (4.26%)	1,716 (4.20%)	4,445 (3.54%)	2.29%	8.94	00:07:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Oxford	2,085 (3.56%)	1,274 (3.12%)	4,508 (3.59%)	2.17%	9.68	00:06:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. (not set)	1,940 (3.22%)	1,299 (3.18%)	3,723 (2.97%)	2.52%	9.28	00:09:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Cleveland	1,765 (3.02%)	1,153 (2.82%)	3,218 (2.56%)	2.83%	9.03	00:08:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Toledo	1,394 (2.38%)	1,024 (2.51%)	3,491 (2.78%)	2.09%	10.30	00:08:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Bowling Green	922 (1.58%)	662 (1.62%)	2,231 (1.78%)	1.61%	10.00	00:08:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Beckett Ridge	719 (1.23%)	452 (1.11%)	1,364 (1.09%)	2.42%	9.13	00:07:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Findlay	668 (1.14%)	479 (1.17%)	1,856 (1.48%)	1.99%	9.07	00:08:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Westerville	633 (1.08%)	463 (1.13%)	1,507 (1.20%)	2.39%	9.70	00:08:53	0.00%	0 (0.00%)	\$0.00 (0.00%)

Usage statistics – January 1-December 31 – YTD 2020

Transferology Lab

Overall
6,677 Users – 3,966 returning, 2,711 new
205,525 Sessions, 1,176,509 Page views
Pages per session – 5.72
Average duration – 4:58

Ohio
283 new users
42,411 Sessions
Pages per session – 5.41
Average duration – 4:27



Primary Dimension: City Metro Other

Secondary dimension

advanced

City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,151 % of Total: 17.24% (6,677)	402 % of Total: 10.44% (3,851)	42,411 % of Total: 20.64% (205,525)	2.63% Avg for View: 3.07% (-14.33%)	5.41 Avg for View: 5.72 (-5.55%)	00:04:27 Avg for View: 00:04:58 (-10.53%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Columbus	352 (16.50%)	55 (13.68%)	11,762 (27.73%)	1.68%	4.92	00:03:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Cleveland	96 (4.50%)	22 (5.47%)	1,141 (2.69%)	0.70%	4.90	00:03:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Toledo	86 (4.03%)	20 (4.98%)	3,569 (8.42%)	2.07%	5.60	00:04:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Cincinnati	82 (3.84%)	18 (4.48%)	1,190 (2.81%)	1.43%	6.51	00:07:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Athens	65 (3.05%)	23 (5.72%)	1,345 (3.17%)	2.23%	5.63	00:04:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Oxford	62 (2.91%)	12 (2.99%)	2,068 (4.88%)	1.26%	5.29	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Bowling Green	55 (2.58%)	10 (2.49%)	921 (2.17%)	0.65%	4.99	00:03:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. (not set)	53 (2.48%)	9 (2.24%)	402 (0.95%)	0.75%	5.31	00:03:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Fairborn	45 (2.11%)	13 (3.23%)	838 (1.98%)	0.60%	5.17	00:03:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Delaware	44 (2.06%)	6 (1.49%)	386 (0.91%)	4.15%	5.20	00:06:07	0.00%	0 (0.00%)	\$0.00 (0.00%)

School	EQ Type	# Senders	# Equivs	Most Recent EQ Date	Last Lab Login	
Belmont College	Import	61	3703	12/1/2020	11/5/2020	
Bowling Green State University-Main Campus	uAchieve	503	76287	1/12/2021	1/13/2021	
Central Ohio Technical College	TES	1491	29875	1/8/2021	12/2/2020	
Central State University	Import	377	3871	1/13/2021	11/13/2020	
Cincinnati State Technical And Community College	Import	59	39247	12/16/2015	4/17/2018	Import file submitted, not processed yet.
Clark State Community College	TES	79	7254	1/13/2021	1/13/2021	
Cleveland State University	TES	1552	38575	1/13/2021	7/9/2020	
Columbus State Community College	uAchieve	1241	136985	1/13/2021	1/13/2021	
Cuyahoga Community College District	TES	52	118913	1/13/2021	1/13/2021	
Eastern Gateway Community College	Import	1935	90908	1/6/2021	1/11/2021	
Edison State Community College	Import	154	16410	12/1/2020	1/12/2021	
James A. Rhodes State College	DARwin	500	5682	1/13/2021	1/11/2021	
Kent State University	Import	2634	398170	1/6/2021	1/5/2021	
Lakeland Community College	TES	19	5400	1/13/2021	1/12/2021	
Lorain County Community College	Import	27	18776	1/13/2021	1/13/2021	
Marion Technical College	TES	560	9628	1/13/2021	1/7/2021	
Miami University	DARwin	2658	245727	1/12/2021	1/13/2021	
North Central State College	TES	98	4041	6/16/2020	12/17/2020	
Northwest State Community College	Import	141	5097	12/1/2020	1/13/2021	
Ohio University	uAchieve	130	54334	1/12/2021	1/13/2021	
Owens Community College	Import	416	29075	1/13/2021	1/13/2021	
Rio Grande Community College	TES	621	11667	1/13/2021	1/12/2021	
Shawnee State University	Import	1341	35541	1/13/2021	6/2/2020	
Sinclair Community College	Import	861	10958	6/10/2020	1/12/2021	
Southern State Community College	TES	13	1283	12/4/2014	12/2/2019	
Stark State College	Import	42	15297	1/8/2021	10/19/2020	
Terra State Community College	Import	35	83807	6/10/2020	7/8/2020	
The Ohio State University	uAchieve	1549	74559	1/12/2021	1/13/2021	
University Of Akron Main Campus	Peoplesoft	1426	73378	1/8/2021	11/24/2020	
University Of Cincinnati	Import	2861	442856	1/13/2021	1/13/2021	
University Of Toledo	uAchieve	2228	183845	1/13/2021	1/13/2021	
Washington State Community College	Import	551	40199	12/1/2020	10/28/2020	
Wright State University	uAchieve	2163	44682	1/13/2021	1/13/2021	
Youngstown State University	uAchieve	1615	115205	1/14/2021	1/13/2021	
Zane State College	Import	602	8502	12/3/2020	1/5/2021	